

Bandelier National Monument Visitor Study

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Report Summary

- This report presents the results of a visitor study at Bandelier National Monument July 7-13, 1995.
A total of 519 questionnaires were distributed and 422 returned, an 81% response rate.
- This report profiles Bandelier visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix contain summaries of visitor comments.
- Forty-four percent of visitors were between 36 and 55 years old. More than two-thirds of visitors (73%) were on their first visit to Bandelier National Monument. Ninety-four percent were from the United States: the highest proportions were from New Mexico (21%), Texas (16%) and California (10%). International visitors (6%) were from France, Germany and 19 other countries.
- Sixty-four percent of visitors were part of a family group. The average group size was 3.7 people.
- Eighty-seven percent of visitors stayed less than 24 hours at Bandelier. Fifty-five percent of the day visitors stayed 3 or 4 hours. The most visited sites included the visitor center (91%), the Ruins Trail (91%) and the Ceremonial Cave (63%).
- The activities visitors participated in most frequently were visiting the ruins (96%) and viewing museum exhibits (70%). Ninety-four percent of visitors used the visitor center and 73% used the Ruins Trail Guide. The restrooms (94%) and the Ruins Trail (92%) were the most commonly used park facilities.
- Ninety-one percent of visitors felt that it was never appropriate to collect artifacts. Thirty-four percent of visitors felt that exploring ruins in caves was never appropriate.
- Seventy percent of visitors said they felt somewhat or moderately crowded. Twenty-four percent of the visitors felt not at all crowded.
- Fifty-two percent of visitors stated they would be willing to use a shuttle bus system on a future visit; 19% of visitors claimed they would be willing to pay a modest fee to use the shuttle bus.
- To reduce congestion in Bandelier, 43% of visitors favored adopting a shuttle bus system, and 36% preferred a first come, first served system.
- The most important interpretive or visitor services to visitors included: guided walks (89%), the self-guided Ruins Trail Guide (88%), park personnel (84%) and trail exhibits (84%). The highest very good and good quality ratings were received for campfire programs (91%), guided walks (90%), the self-guided Ruins Trail Guide (89%) and park personnel (88%).
- The most important park facilities to visitors were the Ruins Trail (93%), the campground (92%) and the restrooms (90%). The highest very good and good ratings were received for the Ruins Trail (92%), the Falls Trail (89%) and the Ceremonial Cave (88%).
- Sixty-one percent of visitors rated the overall quality of visitor services at Bandelier as very good and 34% rated them as good.